

I claim;

- 1 A method of obtaining an advance irrevocable purchase order from a buyer for a product or service of a manufacturer, comprising:
  - 5 a. issuing to a buyer a right to obtain a selected number of warrants of a manufacturer when the buyer places a revocable purchase order before the start of a vesting period for a selected number of products or services, the number of obtainable warrants being related to the size or value of the purchase order;
  - 10 b. setting a strike price for the warrants before the start of the vesting period;
  - c. reducing the number of obtainable warrants as time elapses during the vesting period; and
  - 15 d. granting a selected number of warrants to the buyer at the strike price when the buyer irrevocably confirms the purchase of at least part of the purchase order before the end of the vesting period, the number of granted warrants being related to the size or value of the purchase order that is irrevocably confirmed and being up to the number of remaining obtainable warrants.
- 20 2. The method of claim 1 wherein the revocable purchase order is placed before the manufacturer's initial public offering date.
3. The method of claim 2 wherein the vesting period begins at the date the buyer places the revocable purchase order and ends at a date after the initial public offering date.
- 25 4. The method of claim 3 further comprising after the initial public offering date, publicly disclosing the revocable and irrevocable purchase orders in order to promote the manufacturer and increase the manufacturer's share price, thereby motivating the buyer to irrevocably confirm its

remaining unconfirmed purchase order before the end of the vesting period.

5. The method of claim 1 wherein the number of obtainable warrants is reduced to zero at the end of the vesting period.
- 5 6. The method of claim 5 wherein the number of obtainable warrants is reduced in stages over the vesting period.
7. The method of claim 1 wherein the warrant strike price is the share price of the manufacturer determined at one of; the warrant allotment date, and the manufacturer IPO date, and at a selected time between the aforementioned dates,
- 10 8. The method of claim 1 wherein the number of obtainable warrants is reduced when the buyer enters into a commercial relationship with a competitor to the manufacturer.
9. The method of claim 1 further comprising executing an initial purchase order agreement with the buyer at the time the buyer places the revocable purchase order, the agreement defining the warrant strike price, a planned product delivery date, the vesting period, and the rate of reduction in obtainable warrants during the vesting period.
- 15 10. The method of claim 1 further comprising receiving a deposit from the buyer at the date the buyer irrevocably confirms at least part of its purchase order.
- 20 11. The method of claim 1 further comprising in step (a) issuing the selected number of warrants to the buyer only when the buyer places a revocable purchase order above a minimum value.
- 25 12. The method of claim 1 wherein the revocable purchase orders are revocable without penalty or cost to the buyer.
13. A method of obtaining advance irrevocable purchase orders from buyers for a product or service of a manufacturer, comprising:

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- a. issuing to each buyer a right to obtain a selected number of warrants of a manufacturer when each buyer places a revocable purchase order before the manufacturer's initial public offering date for a selected number of products or services, the number of obtainable warrants being related to the size or value of the purchase order;
- b. setting a strike price for the warrants before the start of a vesting period;
- 10 c. reducing the number of obtainable warrants as time elapses during the vesting period; and
- d. granting a selected number of warrants to a buyer at the strike price when the buyer irrevocably confirms the purchase of at least part of its purchase order before the end of the vesting period, the number of granted warrants being related to the size or value of the purchase order that is irrevocably confirmed and being up to the number of remaining obtainable warrants; and
- 15 e. publicly disclosing the revocable and irrevocable purchase orders after the initial public offering date in order to promote the manufacturer and increase the manufacturer's share price, thereby motivating the buyers to irrevocably confirm their remaining unconfirmed purchase orders before the end of the vesting period.
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14. The method of claim 13 wherein the number of obtainable warrants are reduced to zero at the end of the vesting period.
15. The method of claim 14 wherein the number of obtainable warrants are reduced in stages over the vesting period.
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16. The method of claim 13 wherein the warrant strike price is the share price of the manufacturer determined at one of; the warrant allotment date, and the manufacturer IPO date, and at a selected time between the aforementioned dates.

17. The method of claim 13 wherein the number of obtainable warrants are reduced when the buyer enters into a commercial relationship with a competitor to the manufacturer.
- 5 18. The method of claim 13 further comprising executing an initial purchase order agreement with each buyer at the time the buyer places the revocable purchase order, the agreement defining the warrant strike price, a planned product delivery date, the vesting period, and the rate of reduction in obtainable warrants during the vesting period.
- 10 19. The method of claim 13 further comprising in step (a) issuing the selected number of warrants to the buyer only when the buyer places a revocable purchase order above a minimum value.
20. The method of claim 13 wherein the revocable purchase orders are revocable without penalty or cost to the buyer.
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